

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|---------------------|-----------------------|
| <u>WEEK ENDING FRIDAY, MARCH 26, 1948</u> | | | |
| Friday | FASHION SHOW | TELEVISION FASHIONS | STATION WABD |
| March 26 | ON TELEVISION | ON PARADE, INC. | DU MONT (515 MADISON) |
| 8:00 P.M.- | Jay Thorpe will present Easter fashions over Station WABD, Du Mont | | |
| 8:30 P.M. | Television. This is one of the regular weekly series of television fashion shows. Publicity for Du Mont: Don Giesy, PL. 3-9800. | | |
| Friday | EASTER FINERY | TRAPHAGEN SCHOOL | 1680 BROADWAY |
| March 26- | A CENTURY AGO | OF FASHION | AT 52ND STREET |
| April 4 | Presentation of period costumes of 1848 and a collection of authentic Easter bonnets of the era, from the Traphagen School's museum. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | | |
| March 26 | GOOD FRIDAY | | |
| March 27 | BASEBALL WEEK (March 27-April 3) | | |

EASTER SUNDAY IN NEW YORK

| | | | |
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| Easter | BENEFIT EASTER "BRUNCH" | MONTE CARLO | MADISON AVE. AT 54TH |
| Sunday | "Open Your Heart" is this year's theme of the annual Easter "Brunch" for the benefit of the N. Y. Heart Fund. There will be a dramatization of | | |
| March 28 | women's hats through history, with a group of debutantes portraying | | |
| 12:00 Noon | costumes and millinery. Commentator: Maggi McNellis. Auctioneer: Ed | | |
| Breakfast | Sullivan. "Brunch": \$5.00. Ringside Tables (seating ten to twelve): | | |
| | \$1,000.00. Publicity: Frank Law, VA. 6-4142. | | |
| Easter | SPECIAL EASTER | HOTEL MADISON | MAIN DINING ROOM |
| Sunday | SUNDAY BREAKFAST | 15 EAST 58TH ST. | |
| March 28 | Annual Easter Sunday breakfast with prizes for the woman wearing the | | |
| 12:00 Noon | most striking hat and the man wearing the most attractive necktie. | | |
| Breakfast | Cost: \$2.25. Publicity: M. G. Mayer, VO. 5-5000. | | |
| Easter | ANNUAL EASTER CONCERT | WALDORF-ASTORIA HOTEL | PARK AVENUE FOYER |
| Sunday | The Choir of the Church of The Blessed Sacrament will present a program | | |
| March 28 | of Easter chorales, following a half-hour of music by Mischa Borr and | | |
| 4:30 P.M. | his Ensemble, who will also accompany the choir. Reservations: \$2.00 per | | |
| Tea | person. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | | |

WEEK BEGINNING MONDAY, MARCH 29, 1948

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| Monday | PRESS SHOWING OF | SAKS 34TH | 3RD FLOOR |
| March 29 | "GRANDDAUGHTER'S TRUNK" | | BALCONY |
| 9:30 A.M. | Saks 34th will present "Granddaughter's Trunk", Minx Modes dresses for all | | |
| Breakfast | occasions, at 9:30 A.M. (<u>Note Change of Time</u>). Attendance by invitation | | |
| | only. Publicity: Frances Eisner, LA. 4-7000, Ext. 445. | | |

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| Monday March 29 12:30 P.M. Luncheon | PREVIEW OF INT'L BEAUTY SHOW Coiffures that men like best will be selected by a male jury. Also, pre- view of fashions to be presented at International Beauty Show (See pg. 4). Guest of honor: Jeanne Gagney. Attendance by invitation only. Publicity: Diane Roberts, MU. 2-4382. | INTERNATIONAL BEAUTY SHOW (19 WEST 44 ST.) | HOTEL PIERRE COTILLION ROOM |
| Monday March 29 1:00 P.M. Luncheon | MILLINERY FASHIONS AT LUNCHEON SHOW Rose Saphire will present her Spring and Summer millinery fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact: Rose Saphire, WI. 2-4374. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790. | ROSE SAPHIRE | ST. REGIS HOTEL IRIDIUM ROOM |
| Tuesday March 30; April 1 10:45 A.M. | "FASHIONABLY YOURS" RADIO DISCUSSION "Can A Bride Wear White For A Second Wedding?" -- discussed by Betsy Talbot Blackwell, Editor of "Mademoiselle"; and Celia Phillips, designer. On Thursday, April 1, guests will be Dorothy Wallace, columnist, "Women's Wear Daily"; and Lester Wicks, designer. Contact: Reta Cowles, MU. 2-8061. | GUILD OF NEW YORK DRESS DESIGNERS | STATION WNYC 830 ON DIAL |
| Tuesday March 30 1:00 P.M. Luncheon | SUMMER COTTONS AT LUNCHEON SHOW Zachery Bogert's 1948 collection of daytime cottons for Summer and a few for evening wear. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Cotton Shop, contact Mr. Lawrence, PL. 9-7100. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600. | THE COTTON SHOP | RITZ CARLTON HOTEL OVAL ROOM |
| Tuesday March 30 2:30 P.M. | OPENING OF NEW SUMMER CASUAL SHOP Martin's will celebrate the opening of their new 5th floor Summer casual shop with a fashion show featuring resort wear, separates, blouses, skirts and suits. Open to public. Publicity: Kay Connelly, TR. 5-3100. | MARTIN'S BROOKLYN | 5TH FLOOR |
| Wednesday March 31 12:15 P.M. Luncheon | FABRIC DIVISION LUNCHEON MEETING "The Court of Fabric Relations--The Case for Creative Fabric Design vs. Mass Production". Second appeal, by popular demand. Testimony to be presented by: Estelle Hamburger, fabric promotion consultant; Joset Walker, designer, David M. Goodstein, Inc.; Wesley W. Simpson, Pres. Wesley Simpson, Inc.; G. W. Aufderheide, Vice Pres. Bates Fabrics Inc.; Edwin Wilkinson, Asst. to Pres., Nat'l Assn. of Wool Mfrs.; Henry C. Welter, Sales Manager, F. Ducharme Silk Co. Chmn. of Fabrics Div.: Jeanne Pierre. Price: (including tax and tip) \$3.50 for members; \$4.00 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |
| Wednesday March 31 12:30 P.M. Luncheon | SPRING AND SUMMER FASHIONS AT LUNCHEON Sydell will present her Spring and early Summer collection of suits, cocktail, dinner and evening clothes, followed by a bridal procession. Hats by Mme Andree. Showing at 2:30 P.M. for benefit of Morris J. Soloman Sunshine Fund. Price of tickets: \$6.50. For tickets, contact: ES. 7-2748 or PL. 8-0892. | SYDELL (666 FIFTH AVE.) | WALDORF-ASTORIA GRAND BALLROOM |

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| Wednesday March 31 1:00 P.M. Luncheon | SPRING FASHIONS AT LUNCHEON SHOW Ready-to-wear and custom-made originals in dresses, ensembles and millinery will be presented by Maretta Feeley. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Contact: Maretta Feeley, PL. 5-6183. Ted Saucier Publicity. Office: Annette Goodrich, EL. 5-3000. | MARETTA FEELEY (6 EAST 53RD ST.) | WALDORF-ASTORIA SERT ROOM |
| Wednesday March 31 1:00 P.M. Luncheon | LUNCHEON SHOWING OF SPRING FASHIONS Martha, Inc. will present Spring custom fashions by Norbert Jay during luncheon. Hats from Sally Victor. Show for benefit of Outdoor Cleanliness Assn. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, RE. 4-5900. | MARTHA, INC. (501 MADISON AVE.) | HOTEL PIERRE COTILLION ROOM |
| Wednesday March 31 2:30 P.M. | SHOWING OF FASHIONS FOR BRIDES Altman's will present a bridal fashion show. Open to public. Publicity: Etta Daub, MU. 9-7000. | B. ALTMAN & CO. | 3RD FLOOR |
| Wednesday March 31 4:00 P.M.- 7:00 P.M. Cocktails | "CUTTING UP IN COTTON" PRESS SHOWING All cotton American-designed daytime dresses from 50 manufacturers to be presented to the press at a cocktail showing by the National Cotton Council, Cotton Textile Institute, and National Association of House Dress Manufacturers. Attendance by invitation only. Publicity: Frances K. Carter, Max Rogel & Associates, Market 2-3788. | NAT'L COTTON COUNCIL; COTTON TEXTILE INST.; ASSN. HOUSE DRESS MFRS. | WALDORF-ASTORIA WEDGWOOD ROOM |
| Wednesday March 31- April 1 | 30TH ANNUAL BANQUET AND CONVENTION Contact: National Knitted Outerwear Assn., AS. 4-7520. | NATIONAL KNITTED OUTERWEAR ASSOCIATION | WALDORF-ASTORIA GRAND BALLROOM |
| Thursday April 1 9:30 A.M. Breakfast | PRESS SHOWING: FALL FASHIONS FROM PARIS Alex Maguy (7 Bis Rue Jean Conjon, Paris) will present his 1948 Fall collection of suits, coats and dresses to the press at breakfast. This will be his first showing in the U. S. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267. | ALEX MAGUY (PARIS) | HOTEL PLAZA WHITE & GOLD SUITE |
| Cancelled April 1 | THE I. MILLER LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR THURSDAY, APRIL 1, AT 1:00 P.M., AT HOTEL PLAZA, HAS BEEN CANCELLED. | | |
| April 1 | APRIL FOOL'S DAY (Thursday) and NATIONAL LAUGH WEEK (April 1-April 8). | | |
| April 1 | CANCER DRIVE DURING MONTH OF APRIL. | | |
| Friday April 2 7:00 P.M. Dinner | THIRTY-SIXTH ANNIVERSARY A Spring Holiday celebration is being planned by the Advertising Women of N.Y. to celebrate the club's 36th anniversary. Price of tickets: \$12.50. Contact: Alice Honore Drew, CO. 5-1041. | ADVERTISING WOMEN OF NEW YORK | HOTEL ASTOR GRAND BALLROOM |

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| Saturday April 3- April 10 | NATIONAL CROCHET WEEK AND CONTESTS First National Crochet Week since 1942, to be observed in department, variety, and chain stores. A window display contest and a nation-wide crochet contest will be conducted in conjunction with the event. Publicity: George Pounder, LE. 2-4455. | NATIONAL NEEDLECRAFT BUREAU, INC. | THROUGHOUT THE COUNTRY |
| Monday April 5 1:00 P.M. Luncheon | CUSTOM ORIGINALS AT LUNCHEON SHOW Farquharson and Wheelock will present their Spring collection of custom originals during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Publicity for Farquharson & Wheelock and St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790. | FARQUHARSON & WHEELOCK (23 WEST 57TH STREET) | ST. REGIS HOTEL IRIDIUM ROOM |
| Monday April 5- April 8 | INTERNATIONAL BEAUTY SHOW FOR 1948 A four-day series of beauty and fashion events, including daily demon- strations of hair styling and showings of the newest coiffures. On Tuesday, April 6, at 1:45 P.M. and 3:00 P.M. there will be a "Junior Hair and Fashion Show--Tomorrow's Customers"; on Wednesday, April 7, at 1:45 P.M. and 3:30 P.M., a "Hair And Hat Fashion Revue"; at 8:00 P.M. and 9:30 P.M., a "Fabulous Fashions" presentation. All models from the Clyde Matthews Agency. Tickets: \$1.20-\$3.30. Publicity and Coordina- tion: Diane Roberts, MU. 2-4382. | INTERNAT'L BEAUTY SHOW (19 WEST 44TH STREET) | GRAND CENTRAL PALACE LEXINGTON & 46TH ST.) |
| Tuesday April 6 2:30 P.M. | HENRY ROSENFELDS SUMMER REPERTOIRE An informal showing by Russeks Fifth Avenue of its Summer repertoire of Henry Rosenfelds "in mauve, lilac, lavender--call it what you will", new fashions for summer. Open to public. Publicity: Helen Moran, WI. 7-1900. | RUSSEKS FIFTH AVENUE | YOUNG 7TH FLOOR |
| Tuesday April 6 5:00 P.M.- 7:00 P.M. Cocktails | OPENING OF SALON AND EXECUTIVE OFFICE BLDG. Helena Rubinstein will present a dramatization of salon services offered in her newly completed Salon and Executive Office Building at 655 Fifth Avenue, to the press and trade. (Originally scheduled for March 15). Attendance strictly by invitation. Publicity: Amy Blaisdell, EL. 5-2100. | HELENA RUBINSTEIN, INC. | 655 FIFTH AVENUE |
| April 6 | ARMY DAY (Tuesday). | | |
| Wednesday April 7 12:15 P.M. Luncheon | COSMETICS GROUP LUNCHEON MEETING "Are Cosmetic and Fashion Tie-In's Profitable?" The following retailers and the press will examine cosmetic promotions in a panel discussion: Patricia Bristol, Cosmetic Div. Manager, United Cigar and Whelan Drug Stores; Henry F. Callahan, Window Display Director, Lord and Taylor; Jean Laurent, Beauty Editor, "Women's Wear Daily"; Ruth Mugglebee, Beauty and Fashion Editor, "Boston Record-American"; Joseph Marcus, Cosmetics Buyer, The Hecht Co., Washington, D.C. Chmn. of Cosmetic Division: Henrietta Amos. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |

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| Wednesday April 7 1:00 P.M. Luncheon | SHOWING OF FURS FOR SPRING 1948 Furs for Spring will be presented during luncheon by Dein-Bacher of The Waldorf. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Miss Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | DEIN-BACHER OF THE WALDORF | WALDORF ASTORIA SERT ROOM |
| Wednesday April 7 2:30 P.M. | "SUMMER ROUNDUP" FASHION SHOW Presentation of "Summer Roundup", a varied collection of summer fashions. This will be Altman's last regular Wednesday fashion show for the season. Open to public. Publicity: Etta Daub, MU. 9-7000. | B. ALTMAN & CO. | 3RD FLOOR |
| Wednesday April 7 4:00 P.M.- 6:30 P.M. Cocktails | PREVIEW TO INTRODUCE PERFUMED HAIRBRUSH Kent of London will have a press party to introduce a perfumed hairbrush for women. Attendance by invitation only. Publicity: Arthur Cooper, International Counseling, WH. 3-3140. | KENT OF LONDON | COLONY RESTAURANT 61ST & MADISON |
| Thursday April 8 1:00 P.M. Luncheon | SUMMER FURS AT LUNCHEON SHOW Showing of Summer furs by Aronowicz. Hats by Robert Dudley. Press by invitation. Public by reservation. For reservations, contact: Mrs. Otis, PL. 3-1740, Ext. 176. Aronowicz Publicity: Muriel Francis, PL. 9-5600. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740. | ARONOWICZ FURS (19 WEST 57TH ST.) | HOTEL PLAZA TERRACE ROOM |
| Friday April 9 9:00 A.M.- 5:00 P.M. | PRESS PREVIEW OF WEDGWOOD EXHIBITION "Wedgwood A Living Tradition", an exhibition of over 600 pieces never before seen in this country, showing the evolution of Wedgwood from 1649 to the present day. Press preview, by invitation, on April 9 and April 12; private opening on April 13 at 8:30 P.M. Open to public, April 14-Sept. 6. Publicity: John Gordon, Brooklyn Museum, NE. 8-5000. | BROOKLYN MUSEUM | EASTERN PARKWAY BROOKLYN |
| Monday April 12 1:00 P.M. Luncheon | SPRING AND SUMMER MILLINERY SHOWING The Spring and Summer collection of hats by the Annas will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790. | ANNAS' (22 EAST 56TH ST.) | ST. REGIS HOTEL IRIDIUM ROOM |
| Wednesday April 14 1:00 P.M. Luncheon | VACATION FASHIONS AT LUNCHEON SHOW Franklin Simon will present vacation fashions featuring bathing suits, play clothes, slacks and beach ensembles by Sun-Surf Modes. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Sun-Surf Modes Publicity: Nancy Goehring, MU. 4-7534. Franklin Simon Publicity: Lenore Benson, WI. 7-9600. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | FRANKLIN SIMON; SUN-SURF MODES | WALDORF ASTORIA SERT ROOM |

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| Thursday April 15 4:00 P.M.- 6:00 P.M. Cocktails | PRESS SHOWING OF TOMMIES A "Snooze News" broadcast of all the last-minute flash news about Tommies Pajamas. Showing promptly at 4:30 P.M. By invitation only. Commentator: Bert Bacharach. Contact: Marjorie Tobman, MU. 9-6292. | KAYLON, INC. (180 MADISON AVE.) | PRINCE MATCHABELLI CROWN ROOM (711 5TH) |
| Saturday April 17- April 24 | NATIONAL HOME SHOW OF 1948 "The House of the Year" will be erected in full size on the ground floor of Grand Central Palace, with completely decorated and furnished rooms, table settings, and displays of fabrics and draperies. Admission: \$.80. Contact: Campbell-Fairbanks Expositions, Inc., PL. 3-5925. | HOME BUILDERS COUNCIL OF N. Y., N. J., CONN. | GRAND CENTRAL PALACE LEXINGTON & 46TH ST. |
| April 18 | NATIONAL PHARMACY WEEK (April 18-April 24). | | |
| Week Of April 19 | ADVANCE FALL OPENINGS OF GUILD SHOE LINES The shoes to be featured at this opening are: early Fall styles in street, dress, formal and indoor types. Back-to-school shoes will be included as will shoes for coordination with ready to wear and accessories. Shoes purchased at this opening period will be for July, August and September delivery. The member firms of The Guild of Better Shoe Manufacturers are: Beleganti Shoes, Inc.; Cangemi, Inc.; Thos. Cort, Ltd., Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter deLiso, Inc.; Schwartz & Benjamin, Inc. (Custom-craft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Sec'y., 875 Fifth, RE. 4-4888. | THE GUILD OF BETTER SHOE MANUFACTURERS | INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS |
| April 19 | PATRIOT'S DAY (Monday). | | |
| April 19 | WORLD FELLOWSHIP WEEK (April 19-April 25). | | |
| Wednesday April 21 1:00 P.M. Luncheon | BLACK AND WHITE SPRING FASHIONS Russeks will present a luncheon showing of black and white fashions for Spring in prints, misses and women's coats, suits, dresses. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | RUSSEKS FIFTH AVENUE | WALDORF-ASTORIA SERT ROOM |
| Thursday April 22 10:00 A.M. Breakfast | SHOWING OF ORIGINAL DESIGNS AND PRINTS The students of the Lexington School for the Deaf and Jerry Rossman, life-president of Robaix Fabrics, will invite the fashion press and a group of N. Y. designers to a breakfast fashion showing of original designs, developed by the students in Robaix prints. Six cash prizes will be awarded for the designs exhibiting the most original handling of print fabrics, to be judged by the press and designers. Attendance by invitation only. Publicity for Robaix Fabrics: Mildred Kaldor, MU. 4-5267. | JERRY ROSSMAN; LEX SCHOOL FOR DEAF | LEXINGTON SCHOOL FOR THE DEAF (904 LEX.AV.) |
| April 24 | FIRST DAY OF JEWISH PASSOVER (Saturday). | | |

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| April 25- May 1 | NATIONAL BABY WEEK Contact: Earnshaw Publications, Inc., 71 West 35th St., WI. 7-9805. | | |
| April 25 | BEGINNING OF DAYLIGHT SAVING TIME (Sunday). | | |
| Monday April 26- April 29 | SECOND SPRING SHOE FAIR IN CHICAGO The National Shoe Fair, sponsored jointly by the National Shoe Retailers and National Shoe Manufacturers Associations, will take place in Chicago at the Hotels Stevens, Morrison, Chicagoan, Congress. Contact: National Shoe Fair, Palmer House, Chicago. | NAT'L SHOE RETAILERS; NAT'L SHOE MANUFACTURERS | CHICAGO, ILLINOIS |
| Tuesday April 27 4:00 P.M. Cocktails | PRESS PREVIEW OF IMPORTED FALL COLLECTION Mr. C. Charles of Chas. Kuperstein Ltd., London, England, will present his imported Fall collection of "Koupy Models", misses coats and suits. Attendance by invitation only. Showing for buyers daily from April 28 through May 14. Contact: Dorothy Smee, The Estes Co., GR. 7-0758. | CHAS. KUPERSTEIN LTD. LONDON, ENGLAND | SHERRY-NETHERLAND 5TH AVE. & 59TH ST. |
| April 27 | PACKAGING WEEK (April 27-May 3). | | |
| Wednesday April 28 1:00 P.M. Luncheon | CHILDREN'S FASHIONS AT LUNCHEON SHOW L. Brogan will present children's fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: L. Brogan, PL. 3-1241. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | L. BROGAN | WALDORF-ASTORIA SERT ROOM |
| May 2 | NATIONAL MUSIC WEEK (May 2-May 8). | | |
| May 3 | BRITISH INDUSTRIES FAIR (May 3-May 14). | | |
| May 3 | NATIONAL POSTURE WEEK (May 3-May 8). | | |
| Monday May 3- May 8 | "WORLD UNDER ONE ROOF" EXPOSITION The second annual International Travel and Vacation Show will present vacation opportunities, showing resort areas in this country and abroad; colorful exhibits by railroads, steamships and airlines. One section of the main floor will be devoted entirely to manufacturers, retailers and designers in the fashion industry, as related to travel. Price: \$1.00 plus tax. Contact: Patricia Calvert, MU. 7-3995. | INTERNATIONAL TRAVEL AND VACATION SHOW | GRAND CENTRAL PALACE LEXINGTON & 46TH ST. |
| Wednesday May 5 1:00 P.M. Luncheon | SUMMER FASHIONS AT LUNCHEON SHOW New Summer fashions by Arnold Constable at a luncheon show. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | ARNOLD CONSTABLE | WALDORF-ASTORIA SERT ROOM |
| Wednesday May 5 3:30 P.M.; 8:30 P.M. | FASHION SHOWING OF DESIGNS BY STUDENTS Presentation of a collection of designs by students of Parsons' Costume Design Department. Showings at 3:30 P.M. and 8:30 P.M. Admission: \$1.00 plus tax. Contact: Elizabeth Wenig, PL. 8-2943. | PARSONS SCHOOL OF DESIGN | HOTEL ASTOR BALLROOM |

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| May 9 | MOTHER'S DAY (Sunday). | | |
| Wednesday May 12 1:00 P.M. Luncheon | CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Florence Lustig will present her Summer and Fall custom-order collections during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Lustig Publicity: Germaine Garnett, PL. 9-1980. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. | FLORENCE LUSTIG (54 EAST 57TH ST.) | WALDORF-ASTORIA SERT ROOM |
| May 15 | STRAW HAT DAY IN SOME CITIES (Saturday). | | |
| Sunday May 16- May 21 | SAN FRANCISCO MARKET WEEK Fall lines will be shown in San Francisco, with the annual "Oscar" award dinner honoring personalities who have made outstanding contributions to the California market in the past year, scheduled for May 17. Contact: Manufacturers and Wholesalers Assns., San Francisco. | SAN FRANCISCO MFRS. AND WHOLESALERS ASSN. | SAN FRANCISCO, CALIFORNIA |
| May 16 | WORLD TRADE WEEK (May 16-May 22). | | |
| Monday May 17 4:30 P.M.- 7:00 P.M. Cocktails | "RIGHT ON THE JOB" FASHION SHOW Charm will present a preview of their September issue--"Right On The Job". For store executives by invitation only. Publicity: Eloise Ray, MU. 3-8910. | CHARM MAGAZINE | HOTEL PIERRE GRAND BALLROOM |
| Monday May 17 | ANNUAL NATIONAL COTTON WEEK "Cotton--America's Favorite Fabric" will be the theme of National Cotton Week, sponsored by the Cotton-Textile Institute and National Cotton Council. There will be retail store participation throughout the country, cotton carnivals in many Southern cities, and special programs in schools. Contact: The Cotton-Textile Institute, Inc., WO. 2-0270. | COTTON-TEXTILE INSTITUTE INC. | THROUGHOUT THE COUNTRY |
| Monday May 17- May 29 | ADVANCE FALL MARKET OPENINGS IN CHICAGO There will be two dinner fashion shows during the advance Fall market openings in Chicago. All lines will be shown at these openings. Contact: Oscar Meinhardt, Chicago Fashion Industries, Chicago, Ill. | CHICAGO FASHION INDUSTRIES | CHICAGO, ILLINOIS |
| Tuesday May 18 9:30 A.M. Breakfast | PRESS SHOWING: SPRING AND RESORT PRINTS Robaix Fabrics invite the press to breakfast and a showing (promptly at 10:00 A.M.) of their 1949 Resort and early Spring prints. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 4-5267. | ROBAIX FABRICS, INC. | 1412 BROADWAY 20TH FLOOR |
| Tuesday May 18 | FIRST POSTWAR JUVENILE FASHION CLINIC Parents' Magazine will resume its custom of presenting annual infants' and children's wear fashion clinics for retail stores and resident buying office executives. The morning clinic will be followed by a luncheon forum, open to manufacturers. There will also be a preview of back-to-school fashions for teens, which will appear in the Fall issue of "Calling All Girls" Magazine. By invitation. Contact: Betty Green, MU. 5-4400. | PARENTS' MAGAZINE | HOTEL ASTOR BALLROOM |

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| Beginning Monday May 24 | <p>OPENING OF FALL LINES</p> <p>In accordance with the practice followed in recent seasons, the FOGA houses will show only a single collection for the Fall season. (These are one week later than last year's showings.) Guild members who will present their lines include:</p> | <p>FASHION ORIGINATORS' GUILD OF AMERICA</p> | <p>INDIVIDUAL NEW YORK SHOWROOMS</p> |
| | <p>HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. FRED GREENBERG DRESS CO.</p> | <p>JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS CHARLES LANG, INC. DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS</p> | <p>PARNIS-LIVINGSTON, INC. BEN REIG, INC. C. H. D. ROBBINS CO. RUDOLF GOWNS, INC. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. JANET TAYLOR HANNAH TROY, INC.</p> |
| | Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945. | | |
| Wednesday May 26 1:00 P.M. Luncheon | <p>SUMMER FASHIONS AT LUNCHEON SHOW</p> <p>Russeks will present a Summer Fashion Show during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.</p> | <p>RUSSEKS-FIFTH AVENUE</p> | <p>WALDORF-ASTORIA STARLIGHT ROOF</p> |
| May 30 | MEMORIAL DAY (Sunday). | | |
| May 31 | LEGAL HOLIDAY TO CELEBRATE MEMORIAL DAY. (Monday). | | |
| Wednesday June 2 4:30 P.M. Cocktails | <p>PREVIEW OF SEPTEMBER ISSUE</p> <p>Fashion Show to preview GLAMOUR Magazine's September 1948 Career issue, and to announce the winners of the GLAMOUR contest, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to GLAMOUR tie-in stores and buying offices. Contact: Mary MacMahon or Mary Joan Finley, GLAMOUR, LE. 2-7500.</p> | <p>GLAMOUR MAGAZINE</p> | <p>HOTEL PIERRE BALIROOM</p> |
| Monday June 7- June 12 | <p>SECOND ANNUAL TEXTILE EXPOSITION</p> <p>"Fabrics of Tomorrow" will be the theme of the second annual Textile Industries Exposition, with showings by fabric mills, converters, textile dyers and finishers, yarn producers. Presentation of fashion fabrics for the men's and women's apparel producing industries, piece goods for over-the-counter selling, and decorative fabrics for the home. By invitation, for press and trade only. Contact: Arthur Tarshis, WA. 9-8068.</p> | <p>TEXTILE INDUSTRIES EXPOSITION (36 W.47)</p> | <p>GRAND CENTRAL PALACE LEXINGTON & 46TH ST.</p> |
| Wednesday June 9 4:00 P.M.- 7:00 P.M. Cocktails | <p>EIGHTH ANNUAL NAT'L SEWING CONTEST</p> <p>Eight national prize winning and thirty other outstanding garments from 45 major U. S. cities will be modeled. Attendance by invitation only. Contact: Grace Turner, Win Nathanson Assoc., MU. 2-6560.</p> | <p>NATIONAL NEEDLECRAFT BUREAU</p> | <p>WALDORF-ASTORIA SERT ROOM</p> |
| June 20 | FATHER'S DAY (Sunday). | | |

MUSIC...MOVIES...THEATRES

- Friday
March 26-
April 2 NEW YORK CITY OPERA PRESENTATIONS, NEW YORK CITY CENTER, 131 WEST 55TH ST.
March 26: MADAMA BUTTERFLY; March 27: CAVALLERIA RUSTICANNA and
PAGLIACCI; March 28: DON GIOVANNI; April 1: TOSCA; April 2: PELLEAS ET
MELISANDE. Publicity: Jean Dalrymple, MU. 8-3847.
- Friday
March 26 PREMIERE: "APRIL SHOWERS" (Movie) STRAND THEATRE, BROADWAY & 47TH ST.
Warner Bros. musical comedy about vaudeville days, starring Jack Carson
and Ann Sothern, with Robert Alda and S. Z. Sakall. Producer: William
Jacobs. Director: James Kern. Settings: Ben Bone. Costumes: Travilla.
Publicity: Eve Siegel, CI. 6-1000.
- Saturday
March 27 PREMIERE: "ALL MY SONS" (Movie) LOEW'S CRITERION, B'WAY & 45TH ST.
Universal-International adaptation of the N.Y. Critics' Award play by
Arthur Miller, starring Edward G. Robinson and Burt Lancaster. Producer:
Chester Erskine. Director: Irving Reis. Settings: Russell A. Gausman
and Al Fields. Costumes: Grace Houston. Publicity: Al Horwits, PL. 9-8000.
- Monday
March 29 PREMIERE: "THE LOST ONE" (Movie) GOLDEN THEATRE, 45TH ST. WEST OF B'WAY
Columbia presentation of Verdi's opera "La Traviata" (in English), the
initial film in a series based on great operas, produced by Columbia in
Italy. Starring Nelly Corradi and Gino Mattera. Producer: Gregor
Rabinovitch. Director: Carmine Gallone. Art direction: Gastone Medin.
Costumes: Georges Annenkoff. Publicity: Hortense Schorr, CI. 5-5000.
- Wednesday
March 31 OPENING: "MACBETH" NATIONAL THEATRE, 41ST ST. W. OF B'WAY
Theatre Inc., in association with Brian Doherty, presents the Shakespeare
tragedy for an 8 week engagement, co-starring Michael Redgrave and Flora
Robson. Director: Norris Houghton. Settings and costumes: Paul Sheriff.
Publicity: William Field, CI. 5-7930.
- Wednesday
March 31 PREMIERE: "SAIGON" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount mystery drama about three American flyers in Indo-China,
starring Alan Ladd and Veronica Lake. Producer: P. J. Wolfson. Director:
Leslie Fenton. Settings: Sam Comer and Bertram Granger. Costumes:
Edith Head. Publicity: Rex Taylor.
- Sunday
April 4-
May 2 BALLET THEATRE PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
Lucia Chase and Oliver Smith, by arrangement with S. Hurok, will present
four weeks of ballet. The first week's presentations will include:
April 4: LES SYLPHIDES, JARDIN AUX LILAS, THEME & VARIATIONS, INTERPLAY
April 6: PRINCESS AURORA, BILLY THE KID, HELEN OF TROY
April 7: GIZELLE (2 acts), FANCY FREE
April 8: BILLY THE KID, LAEKO, LES PATINEURS
April 9: SWAN LAKE, PILLAR OF FIRE, THEME & VARIATIONS
Publicity: Walter Alford, CI. 5-7930.
- Wednesday
April 7 PREMIERE: "SCUDDA-HOO! SCUDDA-HAY" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
Twentieth-Century Fox adaptation of the best-selling love story by George
Agnew Chamberlaine, starring June Haver with Lon McCallister, Walter
Brennan, Anne Revere, Natalie Wood. Producer: Walter Morosco. Director:
F. Hugh Herbert. Settings: Thomas Little and Stanley Detlie. Costumes:
Bonnie Cashin. Publicity: Jeannette Sawyer, CO. 5-3320.